

Message Text

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PAGE 01 LAGOS 04652 201443Z

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ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 /014 W

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R 201007Z MAY 75

FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 9347

INFO AMEMBASSY ABIDJAN

AMEMBASSY LUSAKA

AMEMBASSY NAIROBI

UNCLAS LAGOS 04652

FOR COMMERCE BIC/OIM/SAD/CROSLEY

E. O. 11652: N/A

TAGS: BEXP, NI

SUMMARY: SUMMARY REPORT ON ROAD CONSTRUCTION

TECHNICAL SALES SEMINAR, MAY 12-17, 1975

1. AFTER BRIEFING AT RESIDENCE OF ECON/CML COUNSELLOR, JOHN B. MCGRATH, ON NIGHT OF MISSION'S ARRIVAL, THE FIRST SESSION OF SALES SEMINAR WAS OPENDNEXT MORNING, MAY 13, IN THE BALLROOM OF BRISTOL HOTEL BY WESLEY H. MENDENHALL, SEMINAR CHAIRMAN AND DIRECTOR, OFFICE F HIGHWAY PERATIONS, DEPARTMENT OF TRANSPORTATION. OTHER SPEAKERS THE FIRST DAY WERE MR. E. NEIDERER OF C. ROBERT KIMBALL COMPANY, MR. CARTER OF SOILTEST, AND MR. JAN NEILSEN OF CLARK EQUIPMENT. ATTENDANCE THE FIRST DAY WAS 56, PRIMARILY ENGINEERS FROM THE FEDERAL MINISTRY OF PUBLIC WORKS & HOUSING, BUT INCLUDING ENGINEERS FROM SIX OF THE TWELVE STATE GOVERNMENTS AND FROM A NUMBER OF MAJOR END-USERS OF CONSTRUCTION EQUIPMENT IN THE PRIVATE SECTOR.

2. FOLLOWING MORNING SEMINAR MAY 13, GROUP MET WITH MR. E. N. UKPOMA, ASSISTANT DIRECTOR OF FEDERAL PUBLIC WORKS (KEY MAN IN NIGERIAN GOVERNMENT FOR ROAD CONSTRUCTION). UKPOMA LISTENED TO PRESENTATIONS OF EACH MISSION MEMBER AND THEN GAVE LENGTHY, AMBITIOUS ROAD CONSTRUCTION BRIEFING ON PLANS OF MINISTRY UNDER THE NEWLY PUBLISHED THIRD NATIONAL DEVELOPMENT PLAN.

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PAGE 02 LAGOS 04652 201443Z

EM MISSION RECEPTION ON EVENING OF MAY 13 AT COMMERCIAL ATTACHE'S RESIDENCE ATTENDED BY 55 GUESTS INCLUDING A GOOD TURNOUT FROM MINISTRY OF PUBLIC WORKS AND HOUSING.

4. PRESENTATIONS ON SECOND DAY OF SEMINAR

WERNER PROCHASKA OF KOEHRING INC.; JOHN MCINTOSH, SALES MANAGER, ECONOMY FORMS INC.; AND JAMES WELLS, VICE PRESIDENT, SLURRY SEAL INTERNATIONAL. MR. WELLS' PRESENTATION WAS PARTICULARLY EFFECTIVE. 45 NIGERIANS ATTENDED THIS SESSION.

5. WEDNESDAY AFTERNOON, THURSDAY AND FRIDAY, MAY 14-16, WERE DEVOTED TO INDIVIDUAL APPOINTMENTS WITH GOVERNMENT OFFICIALS AND WITH PRIVATE FIRMS. SEMINAR MEMBERS WERE VERY PLEASED WITH RESULTS. US CONTACTS MADE DURING COURSE OF SEMINAR SESSION SUPPLEMENTED EMBASSY - ARRANGED APPOINTMENTS.

6. EXCELLENT SITE VISIT WAS ARRANGED BY MR. UKPOMA OF MINISTRY OF

WORKS & HOUSING, WHO ACCOMPANIED SEMINAR GROUP ON THIS TOUR OF CONSTRUCTION IN LAGOS VICINITY INCLUDING NEW AIRPORT ROAD AND APAPA-IKEJA EXPRESSWAY. HIS INTEREST, COOPERATION AND ENCOURAGEMENT OF PARTICIPATION BY TECHNICAL PEOPLE IN MINISTRY WAS AN IMPORTANT FACTOR IN SUCCESS OF SEMINAR.

7. AT FRIDAY EVENING RECEPTION-DEBRIEFING HOSTED BY CHARGE, CROSBY, EACH SEMINAR MEMBER GAVE BRIEF RUNDOWN OF ACCOMPLISHMENTS DURING MISSION. ALL WERE SATISFIED THAT NIGERIA REPRESENTED IMPORTANT MARKET FOR THEIR PRODUCTS. PARTICIPANTS REPORT SEVERAL MILLION DOLLARS WORTH OF SALES EXPECTED NEXT TWELVE MONTHS AND ONE FIRM CONCLUDED AGENCY AGREEMENT.

8. TECHNICAL SALES SEMINAR DEPARTED LAGOS MAY 17 ON PANAM 188 TO NAIROBI.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975LAGOS04652
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750177-0022
From: LAGOS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750536/aaaabgkz.tel
Line Count: 95
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: SmithRJ
Review Comment: n/a
Review Content Flags:
Review Date: 01 DEC 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 DEC 2003 by ThomasVJ>; APPROVED <08 JAN 2004 by SmithRJ>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: BEXP, NI
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006